



**Application form:  
Community Planning Program and  
Local Technical Assistance Program**

**DEADLINE: Noon on Thursday, June 25, 2015**

This application form is online at [www.rtachicago.com/applications](http://www.rtachicago.com/applications). You may submit the form by email to [applications@rtachicago.com](mailto:applications@rtachicago.com).

Upon receipt of application, you will receive an e-mail verifying that your application has been received.

**1. Name of Applicant: Cook County Bureau of Economic Development**

**2. Main Contact for Application:**

Name: James Wilson


Title: Assistant Deputy Bureau Chief


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**3. Type of Applicant (please check any that apply):**

☒ Local government – Cook County Bureau of Economic Development

☐ Multijurisdictional group\*  Please list the members of the group (including government and nongovernmental organizations):  
\_\_\_\_\_  
\_\_\_\_\_

☒ Nongovernmental organization\*  Name of local government partner(s):  
President Preckwinkle's Council of Economic  
Advisors

\*Applications submitted by multijurisdictional groups and nongovernmental organizations must include a letter indicating support from each relevant local government. See the FAQs for more information. Nongovernmental applicants are strongly encouraged to contact CMAP, RTA, or CCDPH prior to submitting their application to discuss their project and the demonstration of local support.

#### 4. Project Type (please check any that apply):

Please check all statements below that describe characteristics of your project. (This will help us determine whether your project is best handled by CMAP, RTA, or CCDPH.)

- ☒ My project involves preparation of a plan.
- ☒ My project helps to implement past plans.
- ☒ My project links land use, transportation, and housing.
- ☐ My project has direct relevance to public transit and supports the use of the existing transit system.
- ☐ My project is a bicycle, pedestrian, or active transportation plan in suburban Cook County.
- ☒ My project is not ONLY related to transportation or land use, but implements GO TO 2040 in other ways.

#### 5. Local Match Requirement (please initial to indicate you are aware of the local match requirements):

I am aware that a local match will be required for most projects, and understand that if my project is selected it is up to the project applicant to contribute a local match. (See the program guide for further details on local match requirements.)

- ☒ Yes, I understand that applicants will be required to contribute a local match.

#### 6. Project Location:

Please provide a brief description of the location of your project. You may include a map if that helps to describe location, but this is not required. If your project helps to implement a past plan, please include a link to that plan.

The project is located in southern Cook County. It is bordered by the city of Chicago on the north, Will County on the south and west, and Northwest Indiana on the east. Its boundaries are arbitrary and consist of 30 south suburban municipalities with a combined population of approximately 450,000 residents. Its population represents over 8% of Cook County's population, and 5% of the entire region's population. (See Attached Map)

**7. Project Description: Please tell us what you would like to do in your community, and what assistance is needed.** If you have more than one idea, please submit a separate application for each project. Please be specific, but also brief (less than two pages per project idea)—we simply want to have a basic understanding of what you want to do. Program staff will follow-up with you if we need any additional information to fully understand your proposed project.

(Please include any additional information that is relevant, preferably by providing links to online documents.)

On behalf of Cook County, this proposal seeks technical assistance from CMAP to develop a comprehensive sub-regional growth plan for the south suburbs.

President Preckwinkle is committed to the economic health of the 132 municipalities that are part of Cook County. These communities are the County's partners in growing the economy. Some of these municipalities are job centers. Some are commuter towns. Some provide recreational opportunities or serve as retail centers. Some face fiscal challenges and others do not. President Preckwinkle believes that all of these communities are all part of the economic fabric of metropolitan Chicago and that the region will only find success if it ensures that

## LTA: Cook County South Suburb Proposal

everyone contributes to, and benefits from, our economic growth. Regions that capture the varied contributions from all municipal partners are the ones that will thrive. Since we know the economy is an integrated whole, we can't afford to waste any of its parts.

Specifically, Cook County's south suburbs are asset-rich and critical to the health of the regional economy but are increasingly disconnected and misaligned with its next economy trajectory. This growing exclusion heightens the social and economic challenges these communities face and undermines the long-term growth of the region. And that is why President Preckwinkle wants Cook County to play a leadership role in developing sub-regional economic growth strategies.

Led by the Cook County Bureau of Economic Development, the project will be staffed by the Civic Consulting Alliance (CCA), RW Ventures, LLC, and other partners and experts. The project team will conduct preliminary analysis, initial outreach and organizing to build the economic analytics and civic foundation for subsequent work. The ultimate goal of the project will be to develop a framework and program that will lead to the reestablishment of the south suburbs as prosperous and vital communities of opportunity and choice—well connected to the region, contributing to and benefiting from economic growth—and to create a replicable model for other sub-regions in the County.

Through the LTA Program we would like to request CMAP's assistance with the following components of the project. We know that CMAP has experience and expertise in the following areas that will complement the skills and expertise of other team members.

1. Maps and spatial analysis
2. Outreach and engagement of municipalities
3. Knowledge and expertise on zoning, governance and tax policy

While the above represent major project components that we anticipate needing CMAP's support, the scope of CMAP's assistance may change as the project progresses.

### **South Suburbs Project Approach:**

This project will use a Sub-Regional Comprehensive Growth Planning methodology—based in rigorous, business-disciplined, market based development—to identify and begin implementing (in future phases) a set of integrated, mutually reinforcing strategies and initiatives tailored to the assets and opportunities of the south suburbs, focused on roles which healthy communities play in the context of regional economies:

- Communities of Opportunity develop and deploy their human capital, business, real estate and other assets into regional markets, aligned with emerging regional opportunities.
- Communities of Choice offer attractive housing and amenities that attract and retain varied types of residents of the region.

Analysis will consider such factors as industry clusters, human capital, innovation and entrepreneurship, spatial efficiency and transportation, governance and civic capacity, housing, retail, public safety and support services.

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This pilot will benefit from and build upon the lessons and experiences of similar efforts in the region, notably the Greater Chatham Initiative, toward developing a replicable sub-regional growth model for use elsewhere in Cook County or other suburban areas.

Sub-Regional Comprehensive Growth Planning has four main components:

- i. Deep engagement of local and regional stakeholders in the public, private and civic sectors, to integrate activities and jointly invent around challenges and opportunities. This requires understanding and engaging the varied actors and developing a civic infrastructure, for the project and beyond, to facilitate deep collaboration and on-going implementation.
- ii. Application of rigorous, fact-based market analysis to identify assets and market opportunities, inform stakeholder engagement, strategy identification and initiative development. This requires iterative and increasingly targeted quantitative and qualitative analysis to detail existing efforts and assets, and assess emerging opportunities in the context of the regional economy.
- iii. Prioritization of transformative strategic opportunities that realistically build from existing assets, activities and market opportunities for creating communities of opportunity and choice, with a recognition of the challenges presented by current tax policies and governmental structures.
- iv. Implementation of strategies through tailored, mutually reinforcing initiatives.

Sub-Regional Comprehensive Growth Planning produces four core and equally important outputs that provide a foundation for building Communities of Opportunity and Choice:

- i. Detailed, objective market analysis, providing a shared, unbiased understanding of the opportunities and challenges faced by the sub-region and a market-based foundation for further work.
- ii. A strategic economic growth action agenda, providing both a “north star” and a detailed business plan for coordinating, organizing, and aligning activities across development opportunities, organizations, and communities.
- iii. Specification of implementation initiatives. The business plan creates a common foundation and roadmap, but the most important outputs are development and implementation of detailed initiatives executing the plan.
- iv. Institutional infrastructure and platform for cross-sector collaboration and invention, providing a mission-oriented context for diverse stakeholders to integrate and co-invent, and a long-term mechanism for implementing the plan, including revisiting outcomes (i)-(iii) as market conditions change.

# South Suburbs Boundaries

